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Food for Freedom



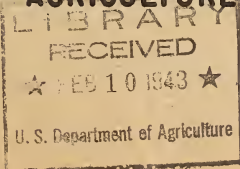
INFORMATIONAL
HANDBOOK

1943

HE EATS A TON
A YEAR—AND I'M
THE GUY WHO
CAN GROW IT!



U. S. DEPARTMENT OF AGRICULTURE



THIS information handbook is designed as a source of information materials and references for use by United States Department of Agriculture workers and others in support of the 1943 Food for Freedom Program.

Your Job In '43 ---

You are the leaders and the trouble shooters of wartime agricultural production. Your job is a tough one.

There will be only one way to measure your success in 1943. If, at the end of the year, your help has enabled the Nation's farmers to produce all the right kind of things necessary for military, civilian, and Lend-Lease requirements, only then will you have been truly successful.

Your job will be tough because you will be working under severe handicaps. You will be short of help. You will be unable to travel much in doing your job. You will be unable to hold the usual number of meetings. You will find farmers so busy with wartime labors that they will have less and less time to give.

All this means that, whether your main concern is administration or information, you will have to tax your ingenuity and initiative to the limit. Letters, news stories, and radio messages will have to replace many farmer contacts -- and each must be as warm and sincere as the handshake which previously you were able to extend. Every form which goes to farmers must take only a minimum of their time to fill out. And there will be many days when office hours will be like farm hours.

This Information Handbook on the 1943 Food for Freedom program is designed to help you do your informational job. It contains background material and many helpful suggestions. It can save you much valuable time. Use it as a guide for your general work -- but go even further and develop just as many ideas of your own as you can.

The Nation has confidence -- almost takes it for granted -- that agriculture will come through with its share of production. We cannot fail. After all, America has the best informed farmers and the best agricultural leadership in the world. We CAN get the job done. It will be tough. But we can do it.

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Our farm resources must be used toward but one end—Victory.

Our fighting forces are making supreme sacrifices. On the farm front we must make sure that we back them up with every ounce of energy and every acre of land.

Not only must we keep our own soldiers strong physically by producing the food they need, but we must back them up in another way by keeping workers in our war factories well fed.



We must send mountains of food overseas to our allies, giving them strength to fight side by side with our own men.

Moreover, we need to provide the food — boatload after boatload — to feed the conquered people of Europe and put them back on their feet immediately upon liberation, so that they too can join the forces of liberation.

With labor, machinery, and transportation at a premium during 1943, production which does not contribute to winning the war must be discarded. We must turn all of our energy to production of agricultural products essential in this war.

Our sole yardstick must be: "Will It Help Win the War?"

Claude R. Wickard

Secretary of Agriculture

The Goals ---

The 1943 Food for Freedom program, defined simply, is the meeting of farm production goals — and the heart of the program is the individual farm plan in which each farmer assumes his share of the goals. The goals represent the production absolutely needed. As Secretary Wickard has said, "We must turn all of our energy to production of agricultural products essential in this war."

Meeting the goals is the one thing that matters. Everything contemplated must be weighed in terms of whether it helps produce wartime commodities. The '43 goals will be announced immediately upon full analysis of 1942 production and 1943 need. Meanwhile, a rule of thumb:

Every farmer must plan to turn out just as much of each needed wartime commodity as he can — with due consideration to his land, labor, machinery, and marketing facilities.

It appeared early in the fall, 1942, that new national goals will place emphasis pretty much along the lines indicated below. This should not be regarded as final information. Only principal commodities are listed.

BEANS, DRY: Lots more	FLAX SEED: Same	SHEEP & WOOL: All possible
CATTLE: More slaughter	HAY CROP SEEDS: More	SOYBEANS: Same
COTTON, LONG STAPLE: More	HOGS: Lots more	SUGARBEETS: Same
COTTON, SHORT STAPLE: Less	PEANUTS: More for oil	SUGARCANE: Same
CORN: More	PEAS, DRY: Lots more	VEGETABLES, CAN.: Some more
COVER CROP SEED: More	HEMP: Lots more	VEGETABLES, COMM.: Increase
DAIRY PRODUCTS: More	POTATOES: More	WHEAT: Less of some
FEED GRAINS: More of some	POULTRY & EGGS: Lots more	

Full consideration is being given shortages of labor and processing facilities. In some cases greater expansions than indicated are desirable but cannot be expected. There's little danger that farmers will exceed goals of the special war crops, but rather that they'll fall short. Go the limit in encouraging production of needed commodities which your area can best turn out.

Each farmer is thinking about his own farm. As soon as the goals are announced, each farmer should be informed of the goals for his county so that he can readily get an idea of what's desired of him.



The Will to Do ---

"The will to do," as we see it, is another (and maybe better) term for morale. It's what makes people do seemingly impossible things. In 1943 it can help farm people overcome severe shortages, keep them going if misfortune overtakes soldier-sons, and help them over-ride many of the misgivings which always accompany war.

"The will to do" may seem a fleeting, intangible thing. But it can be made tangible. Not enough has been done in this direction. Farm men and women must be shown concretely and specifically that the war is worth fighting -- and they're needed to win it.

Price assurances alone do not guarantee needed production. Farmers need adequate prices, just as they need adequate land, labor, and equipment. USDA has given assurance of price supports in '43. So, we can't help but think from here on "the will to do" will be tremendously important. Some suggestions:

1. They're feeding our boys. Practically every farm family by now has a relative or dear friend in the armed forces. Many are on battlefields or training for combat. These boys must have food -- enough and on time. If farmers don't produce it, they won't get it. Millions of tons will be needed for our army of $7\frac{1}{2}$ million.

2. They're feeding our fighting allies. Point out the British, Russians and Chinese have put up a barrier of living flesh between the Nazi-Jap tide of brutality and our shores. Our food helps give them strength so we can all win this together.

3. Show they're in the war. Men and women on farms seldom see the soldiers, the military planes, the tanks and guns. The radio, the newspaper, and the rural mail carrier have to substitute. The war moves closer when you tell about wool and cotton going into uniforms; dairy products and meats into foods; flaxseed and soybeans into war paint.

4. Show appreciation. Everyone needs thanks for what he or she does. Farm people have done a fine job in '42. We suggest you consider a Thanksgiving Harvest Observance, using the available methods of giving recognition. Special appreciation needs to be shown women for the fine way in which they are taking over jobs that used to be considered "men's work."

5. Don't forget our war aims. Everyone needs an occasional reminder that we're fighting for Freedom -- for the common man to work little things out with neighbors, to decide big things at the ballot box. Contrast this with Nazi - Jap rulers who think the little guy's too dumb to have a say. Point out the slave status to which farmers of conquered Europe have been reduced.

6. Build confidence. Herr Goebbels would chuckle with satanic glee at any split between U. S. farmers and their leaders. You can't go too far in emphasizing the grass-roots democracy of the farm program. America has the best-informed farmers and the most competent farm leadership in the world. Help them keep together.

The Problems ---



Ready - made remedies for many 1943 farm production problems will be scarce. In some cases, the only available answer will be, "It's the war." However, these two general things can be pointed out to farmers:



ning, can handle their own labor, transportation, machinery, and storage problems will be best off.

2. You can give every farmer full assurance that the Department of Agriculture and associated Government agencies will be doing their level best to help provide remedies that can't be secured locally.

- * Labor. The No. 1 problem. Both national and local action will be extremely necessary. Nevertheless, there will be no cure-all. Our army of $7\frac{1}{2}$ million will have to have manpower priorities. In many cases, both farms and factories will have to use inexperienced help. Needs will have to be figured far in advance. Close cooperation among neighbors will be a necessity. Women and children will have to do more than ever before.
- * Machinery & Parts. Severe shortage of all new machinery is certain, even with the small available supply rationed as equitably as possible. There may be sufficient repair parts; early repairing again vital.
- * Fertilizers & Insecticides. Nitrogen for commercial fertilizers will be extremely short. Other fertilizers will be short in some areas because of labor and plant factors. Urgent need to keep farmers informed of substitute insecticides.
- * Transportation. A national program to cut transportation, based on gasoline rationing, has become necessary. Neighborly cooperation, with pooling of travel and hauling, must be stressed more than ever. In one State, farmers hoist a flag to hail neighbors going to town.
- * Storage. Very hard to answer. In some areas, farm storage has been increased 25 percent or more above normal. Areas still low on storage need to increase; in others, better grain and feed distribution needed.

The Home Front ---

The story told across the Nation is that the wartime farm home is a changed place. Empty places at the supper table are silent testimony of daughters gone to the city and sons, brothers, and sometimes husbands to the army. Alarm clocks go off earlier in the morning and lights are out later at night. Women folks wear overalls as well as gingham. Kids hurry home from school to do the chores and help get the work done. More than ever before, it's a job for the whole family, with all members working together as a team. There's a bigger production job to do with less help, less equipment, and less transportation.

And the war has brought up a thousand and one additional tasks which change the home front: Buy bonds, gather scrap, drive less, grow a Victory Garden, preserve more foods, share machinery and labor and transportation with the neighbors, get along without new things in the home, serve on neighborhood committees ...

In short, the Nation is asking a tremendous contribution from farm people. There's no other group, with the exception of our military boys, who are being asked to do more. In all our contacts with farm men and women, we need to keep this in mind. We need to show our appreciation for and sympathy with the home front situation. Every part of the 1943 production program must be fitted to the changed conditions of wartime farm life.



Food and the War---



"Cannons make a nation strong," Reichsmarshal Hermann Wilhelm Goering once declaimed. "Butter only makes it fat." Strange words for a fat man! But Hermann, of course, was only giving out propaganda for home consumption. Secretary Wickard spoke the real truth about food when he said recently, "Food is just as important today as it was during the first World War, even if there are striking differences in the over-all pattern."

We know that one of the big reasons for the fall of Bataan was insufficient food. There were 36,853 American and Filipino troops on Bataan. Full rations were 150,313 pounds of food a day --- but they didn't have it. The hungry and ill men lacked the physical strength to back up their high courage.

Our food helps our allies fight. Up to Sept. 1, 1942, more than 3 1/3 million tons of U. S. farm products had been laid down at American ports, ready for shipment to the United Nations. Around 18 percent of this was dairy and egg products; 17 percent was meat, fish, and fowl; approximately 15 percent was in the form of fruits, vegetables, and nuts; 10 percent was lard, fats and oils; 25 percent was grain and cereal products.

Good, wholesome food puts the fight in our fighters. Men in training camps eat up to 1 1/4 tons a year. This means that in a month, our 7 1/2 million men would eat a stack of food nearly the size of New York City's 102-story Empire State Building. Transporting such tremendous amounts of food overseas to our soldiers is an especially hard job --- but it has to be done. Here are A.E.F. rations for a single day for each million men:

Meats and substitutes.....	935,500 lbs.
Dairy products.....	465,400 "
Cereals.....	73,800 "
Vegetables (canned and dehydrated).....	734,500 "
Fruits (canned and dried).....	590,800 "
Other foods.....	<u>1,276,400 "</u>
TOTAL.....	4,076,400 "

Of course the Nazis know the importance of food. Getting enough food is just as big a problem for them as turning out planes and ammunition. Did you read this news story in the fall of 1942, at the time of Germany's annual harvest festival?

"Reichmarshal Hermann Goering, No. 2 Nazi and one of the best nourished men in Germany, told his compatriots today that they would be fed this winter at the expense, if necessary, of the rest of Europe. 'In stilling the pangs of hunger, the German people come first,' he said. 'If there is hunger, in no event will it be in Germany. From now on, it must be an unshakeable policy that German workmen and those working in Germany be supplied with food the best of all.'"

Germany's 1942 potato and sunflower crops are reported bountiful and other crops fair. There's little use hoping that food scarcity in Germany will shorten the war during this year at least. Looting of conquered countries will take care of deficits. Hungary has agreed to meet any decline in production by reducing her civilian food rations, thus safeguarding food deliveries to Germany. Norway's food situation is desperate, yet large amounts of fish are being exported to Germany. We had hoped that hunger would fight on our side behind the German lines, but this may not come true as soon as we had wished. We've got to reply with superior food strength for our own soldiers and allies.

Newspaper reports smuggled from oppressed countries tell of various degrees of food shortage and even starvation. In famine-stricken Athens, newspapermen report 500 Greeks starve to death daily...Swarms of Spanish people cluster behind hotels each morning, when garbage is auctioned off for human food...Vichy-France farmers who feed wheat to livestock have had their animals seized as punishment...Danish hospitals are said to be filling with children suffering eye ailments, the toll of Vitamin A deficiency...French city dwellers mob farmers, threatening to pillage farms if farmers refuse to sell potatoes. But if a farmer yields, the Government fines him 5,000 francs...The Journal of the American Medical Association and the National Research Council say German diet is barely adequate in food energy. Norway is 10 percent deficient; Italy, 15 percent; Bohemia and Netherlands, 20 percent; France, 25 percent; Belgium and Luxemburg, 35 percent. Conditions are worse in Greece and Poland.

Secretary Wickard asks: "What do you think is the effect upon these people looking across the channel from half-fed France or Holland and seeing the British still getting enough to eat? I think the effect is the equivalent of about 10 field armies. Food is our fifth column.

"It will be some time after the war before the nations of Europe can resume full-scale production," he continues. "Their lands have been wasted, their machinery and draft animals taken from the land, their livestock herds and poultry flocks greatly reduced. The immediate problem when war ends will be relief. The nations of this hemisphere will be able to prevent large-scale suffering and starvation."

American food is a No. 1 item in winning the war. At the peace table, American food will be a mighty force for the kind of peace we're fighting to win.

Report to the Nation ---

Whether peacetime or wartime, there is a definite obligation on the part of every Governmental agency to keep the Nation informed of accomplishments secured through use of public funds. The year 1943 marks the tenth anniversary of the national farm program. Do the people today know the extent to which farm program objectives have been achieved? Is there general understanding and acceptance by the Nation's 6 million farm families of their wartime duties in the fight of the United States and the United Nations? Do townspeople know how well farm people are doing their job in the face of extreme difficulties?

This tenth anniversary should be a time for a wartime inventory of duties and accomplishments -- remembering that such understanding will play a vital part in helping keep agriculture and the rest of our economy on even keel during final days of the war and during uncertainties of the period to follow.

Farmers have undertaken a big and unique responsibility in the fight of the United States and the United Nations. They are the ones -- and the only ones -- who can turn out the products of the soil that our side must have for victory. In discharging this responsibility they have the assistance of many Government agricultural services authorized, through Congressional enactment, by the people of the United States. These services include:

- * Aid in switching the production pattern on millions of farms to the products needed in winning the war. This includes the payment, loan, and quota programs administered by the AAA and Commodity Credit Corporation, and price supports and marketing aids made possible by AMA operations.
- * Aid in making utmost use of manpower on small farms. These are the farms from which the great bulk of increases in 1943 production must come. Families on many such farms have not been working up to full capacity because of insufficient equipment and stock or too small acreage. The FSA finances them into larger operations and trains them in efficiency.
- * Aid in keeping soil in top production condition. This comes through special services of the SCS and AAA and (on public lands) of the Forest Service, as well as through educational work of the Extension Service.
- * Aid in financing Food for Freedom through cooperative lending associations under the various branches of the Farm Credit Administration.
- * Aid in making each hour of man-labor and each acre of land produce to the maximum through the research and educational work of the Agricultural Research Administration, the Department generally, and the experiment stations and the extension services of the Land Grant Colleges, as well as through the manpower-multiplying effectiveness of electricity provided by REA to over a million farms.

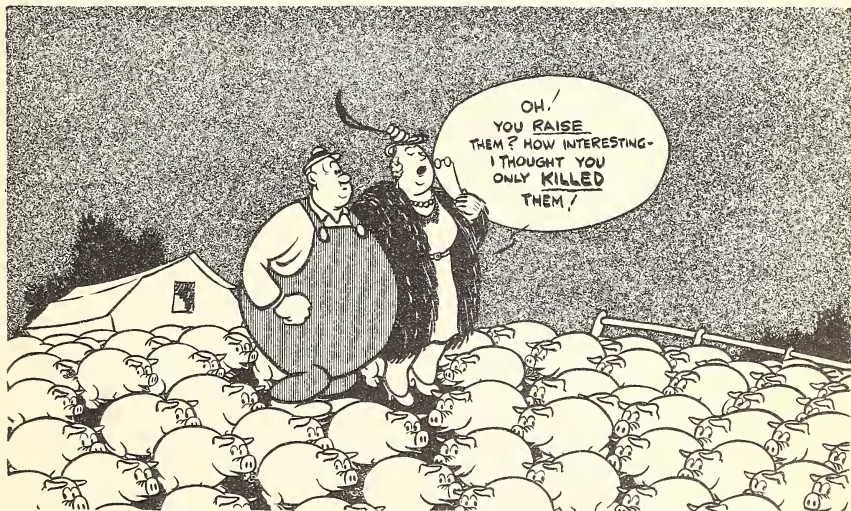
City people want to know about these things, provided we can give them the facts simply and interestingly. Trace the background of city people and you'll find a surprising number who were born on farms or are only a generation removed.

USDA organizations in every State can help to acquaint city folks with modern farming and show in a broad way what's being done to help farmers produce abundantly and at reasonable cost to consumers. Here are suggestions for a three-point program:

1. Make it a cooperative effort, with all interested USDA organizations in the State and counties working together.

2. Decide on the farm story which needs to be told in this report to your public.

3. Decide who's to tell what to whom. Some USDA groups have close contact with various public and consumer groups. Others can establish mutually beneficial relations with groups such as community service organizations, chambers of commerce, women's clubs, labor organizations, educational groups, and churches. Better understanding among such groups means greater strength and solidarity on the home front.



LABOR: Farm and City ---

Within the elaborate propaganda techniques of the Axis nations is the one known as "divide and conquer" --- more often referred to as the "Axis line." It seeks to pit race against race, creed against creed, labor against capital, consumer against farmer, etc. It is designed to throw a nation into such internal turmoil and factional hostility that unified resistance to aggression is broken.

This is one time in history when Americans need to work together. Each of us must help eliminate the differences which the enemy would like to see increased. The relationship of farmers and labor is an outstanding example. The two are interdependent, and there would be acute danger should the two be at odds during a time such as this. Here is a review of facts about labor as a team-mate for farmers:

- * War demand, not labor, is to blame for scarcity of hired help. Industry was prepared from the start to pay higher wages to get manpower. Even if industrial wages were extremely low, it would still be necessary to keep war factories fully manned, by Government order, if need be --- and there would still be a shortage of labor on the farm.
- * Organized labor is very much like organized agriculture in that neither got anywhere until each group's own members started to work together. Statements about "labor getting rich" usually turn out to be as fallacious as statements about "farmers getting rich." There are exceptions on both sides, but these don't prove the rule. Organized labor asks "parity wages" - in other words, enough income for a decently comfortable life. That's exactly what farmers are asking for.



- * Don't judge all of labor by an occasional unreliable leader. Every industry and profession, including agriculture, has its unreliaables.
- * Labor is the farmer's best customer. Unless city wages are reasonably good, buying power suffers and farm prices fall.
- * Farmers need to keep in mind a strategic fact --- that national labor representatives have given strong support to farm programs.



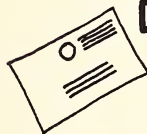
PRESS

Newspapers and magazines, especially farm magazines, are invaluable in keeping people informed of 1943 Food for Freedom production needs and developments. Most everybody reads a newspaper. There are over 14,000 newspapers in U.S., about 11,000 of them weeklies and the rest dailies. Dailies alone have a circulation of 40 million. An important thing to remember is that all newspapers are being called on today for a heavy patriotic service and have had to virtually "ration" their space. The 1943 production story will need to be told especially well in order to merit newspaper space. Every story to the press must be as brief as possible and crammed full of information that matters. Every story should be tested by asking, "Will it help do the job?"



RADIO

About 70 percent of the 6,000,000 farm homes in the United States are equipped with radios. Although this percentage varies by States, it shows the importance of radio in talking to farmers. As travel-to-meetings becomes increasingly difficult, media such as radio will be of greater value than ever before.



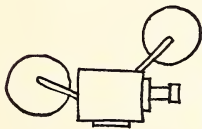
DIRECT MAIL

During today's exceptionally busy times on the farm, only an exceptional letter will receive full attention. Section II of the Handbook has a number of suggestions for illustrated circular letters which we hope will prove helpful. Putting plenty of "personality" into letters helps maintain contacts.



CONTACT

The best contacts, of course, always have been the personal ones. But travel limitations are interfering. Media such as press, radio, and direct mail mentioned above will have to be used more than ever before and with greater efficiency during the 1943 Food for Freedom production year.



MOVIES

With fewer meetings, there'll be fewer opportunities to show movies. But keep in mind that some exceptionally good farm war movies will be available in 1943 if you can use them. A number of the films will be of interest to town and city organizations. Tell these folks about them.



EXHIBITS

Window displays for 1943 will tie in closely with activities of USDA War Boards. All displays will be standardized three-sheet types, one center sheet 20" x 28" in size and two 14½" x 20" side sheets. The displays will be available to all county War Boards and can be incorporated easily into localized exhibits.

Radio Suggestions ---

1. When the '43 farm production program is announced, the radio will be vitally important in presenting the new picture, including goals and farm plans. Program could be in form of interview between State or County U.S.D.A. program leaders.

2. When sign-up gets underway, effective programs can be built around interviews with first farmers to sign the 1943 production agreement. Could feature War Board Chairman, community AAA committeeman who helped work out the contract, and the farmer and his wife. Discussion should point out how '43 program helps farmer set his own war production sights so as to do the most good.

3. A good broadcast can be built around a Department representative, another farmer, and the manager or head of a nearby war production plant, discussing farm war production agreements and comparing them to industry's contracts.

4. Use an Army Officer sometime, having him stress that the Army is counting on plenty of production from both agriculture and industry.

5. Along with a Department representative, use a worker from a nearby war plant and a farmer close to the plant on a broadcast to compare notes on their production jobs. Might bring the hired man into the studio on this one.

6. A farm boy in the service, home on furlough, offers broadcasting opportunities packed with human interest. Broadcast might include his mother and dad. They could tell what they are raising, and he could tell how it's being used in the war.

7. Boys and girls of high school age played a vital part in 1942 farm production. They'll be even more important during 1943. Use them on broadcasts on the subject, "Everybody's needed in getting the job done."

8. Managers and employees of food processing plants might be put on programs with farmers who grow the stuff.

9. On the conservation side, use a farm family and Department representative combination on a "soil is in the fight" theme. Use comparisons such as: "We send a bomber on a mission, and plan for it to come back so that we can send it again. On the farm we must use sound conservation practices to replace the fertility we're sending to war, so our land remains in top fighting shape."

10. On the morale side, use prominent civic leaders such as the local newspaper editor, secretary to the chamber of commerce, etc., on broadcasts with county and community Department workers and farmers. Civic leader could bestow special recognition upon some farm family which is doing an outstanding job. Farm family would be represented on broadcast, and point to similar things their neighbors are doing.

11. As a modification of this plan, use some rural clergyman on a broadcast with farmers from his parish.

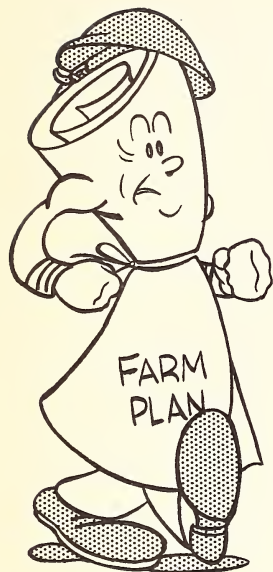
12. Use a variety of people on a broadcast series. Select farm people from various parts of the county to participate from time to time. Have the people speak. Have them tell what they are doing to get the food produced, and what they think they're producing it for. By all means use women on both large and local station broadcasts. They're handling a big assignment on the farm front. Give them recognition.

New Idea Department

Essay Contest: Assistance in helping school teachers promote essay contests on the theme "Farm Work is War Work," showing the great importance of agricultural areas to the war, is provided in a special USDA essay kit being made available to State USDA War Boards for duplication and distribution to County War Boards. It is hoped that the County War Boards will get in touch with local school authorities and get such a contest incorporated into the year's educational program. Boys and girls of school age will be more necessary than ever to 1943 agricultural production. Studying and writing about America's "fighting farmers" will help bring into the forefront the importance of farm work that students will be called on to do. National winners of this contest will be honored.

Special Editions: A Food for Freedom Special Edition Kit has been prepared by the Department for distribution to War Boards. The kit can assist materially in providing local newspapers with stories, news mats, and advertising suggestions when putting out special editions on the Food for Freedom theme. Special editions can assist in two ways: (1) They provide a report to the public on the war work farmers are doing; (2) They help impress on farmers the importance of continuing food production even in the face of great handicaps.

LETTER HEADING



(To illustrate circular letter telling
about 1943 Farm Plan.)

ILLUSTRATIONS
for CIRCULAR LETTERS
and
ENVELOPE
STUFFERS

Hi There, Farmer!



You ain't the guy who grew these spuds I'm peeling, are you?

Oh, I ain't sore. I don't mind doing K. P. Gives me time to think....

Fact is, I've been using up a little grey matter on this Food for Freedom program for '43. And believe me, farmer, you really got a big job ahead of you this next year....

Now for instance, take the grub that's needed to keep us guys in the pink... Take me, now. Every day I eat about 7 pounds of groceries. I get more than a quart of milk in one form or another every day. Every week I eat about 9

eggs and something like $5\frac{1}{2}$ pounds of meat, chicken, fish and stuff like that.. They tell me I put away around 2485 pounds of nourishment in a year....that's about $1\frac{1}{4}$ tons of grub!

Now multiply that by 7,500,000! That's how many fellas they figger will be in uniform next year....

...and I ain't said nothing about our allies. We got to send them a lot of stuff on lend-lease. Then there's the folks back home....

But food ain't all. Look at our uniforms and stuff. Would you ever guess that it takes all the wool off 26 sheep to keep me in togs for a year? Yessir, it takes 100 pounds of wool to set me up the first year, and 40 pounds a year after that. That's a lot of wool, but we use cotton, too.... fact is, we use four times as much cotton as wool to keep decked out proper. Multiply that by 7,500,000.....

But, shucks, that still don't tell the story. We use stacks of cotton and wool in a lot of our equipment. Barrage balloons, big guns, planes, life belts and all that sort of thing....and then, how about all the fats and oils we use that come off the farm. And the leather for our shoes and things...

Yessir, mister, you're big stuff in this war. Fact is, we couldn't fight it without ya. That's why we're counting on you to deliver the goods in '43. We know it's going to be tough...no doubt about that...but we know you can do it. And with you backin' us up, watch us give those Japanazis a real run for their money. I don't mean perhaps, neither!

Let's back him up _____ county farmers. Let's make production in '43 production for VICTORY! If you haven't already done so, get your farm plan sheet signed right away!

R. C. Watson

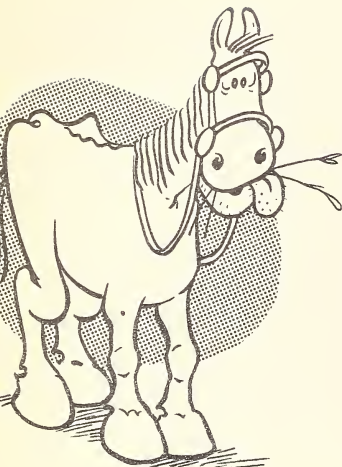
Chairman, County Committee

old JEFF didn't need spare parts--

---no sir. And you never had to get out and walk 15 miles because he ran out of oats, either.

But, most of us don't farm with horses anymore. We use mechanized equipment that does need parts and repairs occasionally -- and now, more than ever, it is important that we keep that equipment in tip-top shape.

Most new equipment is practically out of the picture during 1943. Parts will generally be available but perhaps not always right when you need them.



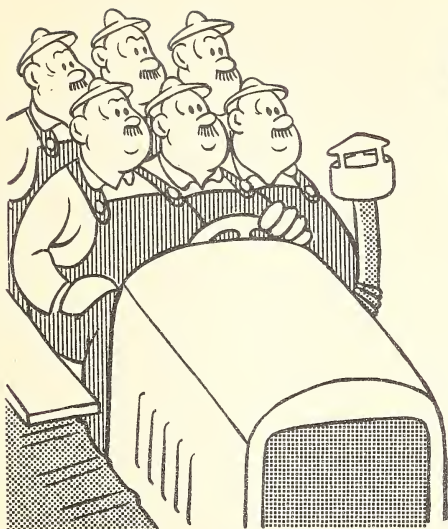
So, your best assurance of continued service from your existing equipment is to follow these simple rules:

- (a) GOOD CARE - Take extra precautions to assure protection from the elements and from careless handling. If your farm help is inexperienced, impress them with the importance of handling machinery carefully and keeping it in good shape.
- (b) CHECK PARTS REQUIREMENTS EARLY - Determine your parts and repair needs early enough so that you can expect delivery before your equipment has to be ready for use.
- (c) KEEP EQUIPMENT LUBRICATED AND PAINTED - Be careful to observe all lubrication requirements, and keep your equipment painted to guard against rust.
- (d) KNOW RATIONING REGULATIONS - Call on your County Committee for full details of the farm machinery rationing program. In this way you will know what to expect in the way of available new equipment and you'll know under what circumstances you should petition for it.

Your role in this war is so important that your farm machinery must be kept working. Your best bet is to keep it repaired, and do it now. It's wise, it's necessary, it's patriotic!

R.C. Watson
Chairman, County Committee

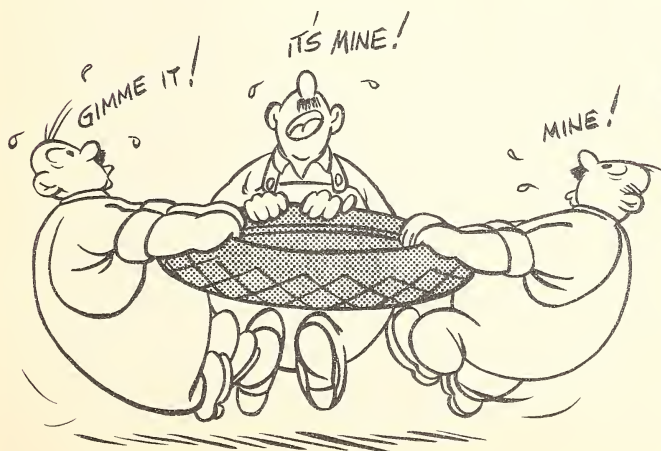
LETTER HEADING



6 MEN ON ONE
TRACTOR DOESN'T
MAKE SENSE
but

One tractor shared among 6 farmers
sure does make sense. Etc., etc.

LETTER HEADING



RATIONING
IS
THE FAIR
WAY!

LETTER HEADING

I KNEWED
THEY COULDN'T
GIT ALONG
'THOUT ME--!



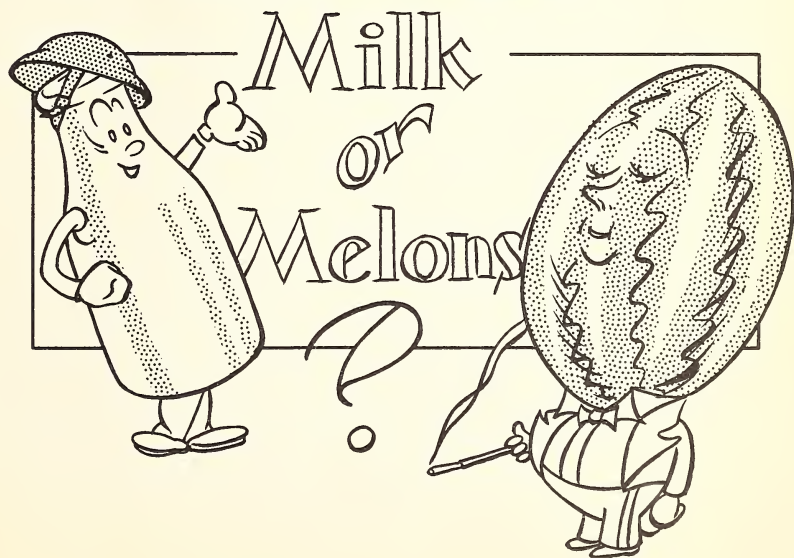
DUSTIN' OFF
GRANDPA!

LETTER HEADING

MEET THE FARM
LABOR CORPS!

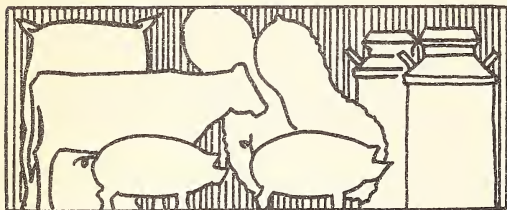


LETTER HEADING



Why we must have

PLENTY



1. *Introduction*
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SCRAP-HAPPY PAPPY



He's gathered every last ounce of scrap from his farm and he sure is sittin' pretty, patriotically speaking. Now, how about the scrap on your farm? Etc., etc.

SAVE BURLAP BAGS

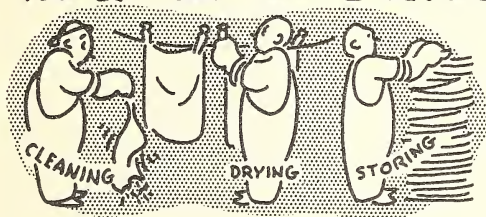
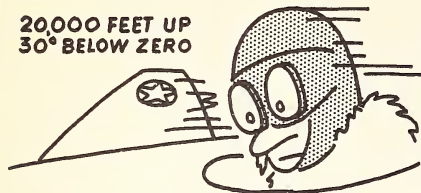


FIGURE YOUR LABOR NEEDS IN ADVANCE



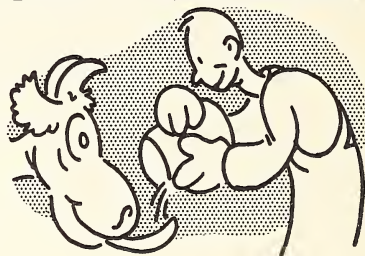
SHEEP ARE IMPORTANT

20,000 FEET UP
30° BELOW ZERO



THE ANSWER - WOOL

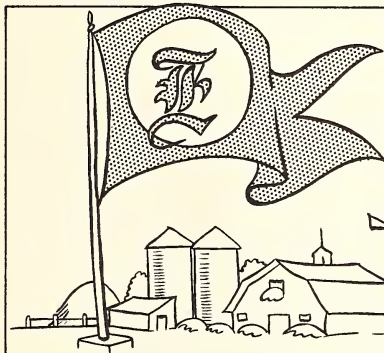
Feed more CONCENTRATES



KEEP 'EM MOVING

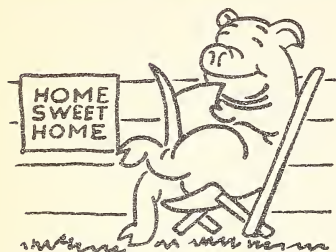


SOW SOYBEANS FOR SAM!

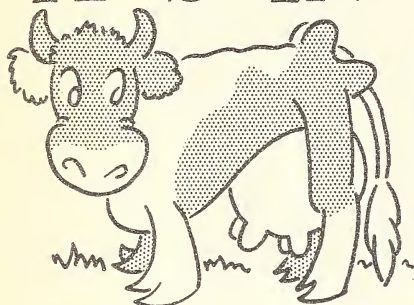


"E" American farmers earned their "E" for excellence in 1942. How about 1943? Etc., etc. _____

This Little Pig Stayed Home



IT'S IN THE BAG



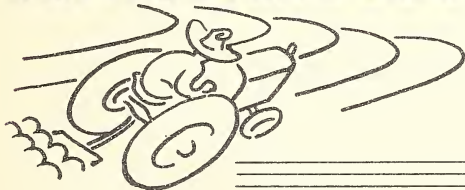
SOMETHING TO CROW ABOUT!



HEMP IS IMPORTANT

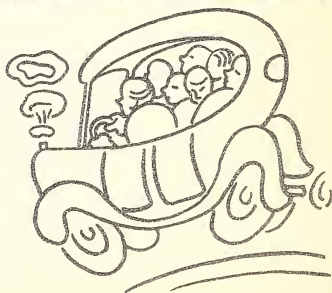


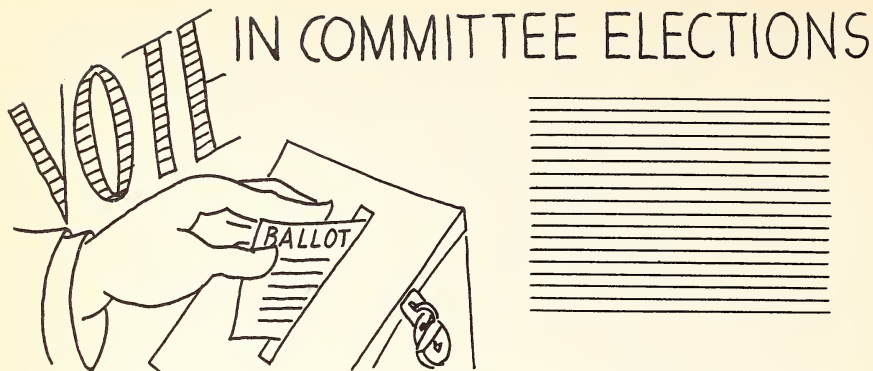
CONTOURING BOOSTS WAR YIELDS



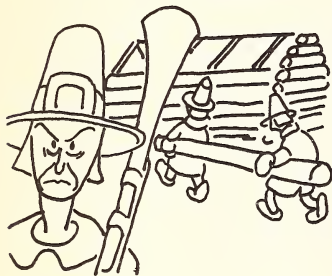
SHARE ^{the} LOAD and SHARE ^{the} RIDE



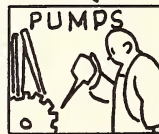
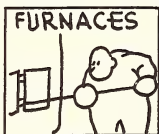




"WE CAN DO IT AGAIN"



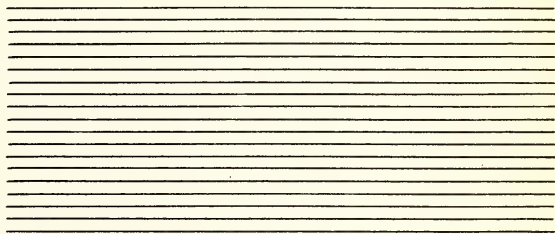
TAKE CARE OF HOME EQUIPMENT



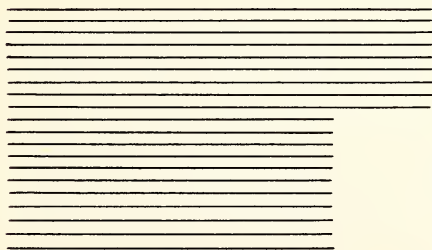
You've got a
TOUGH JOB
Mr. Farmer,
 THE NATION EXPECTS YOU TO
 PRODUCE FOOD
 FOR FREEDOM
and
 MAKE MACHINE
 REPAIRS *and*
 GET PRODUCTS
 TO MARKET
and
 BUY MORE
 WAR BONDS
and
 COLLECT
 SCRAP
with
 LESS
 LABOR
But
YOU CAN DO IT

USDA WAR BOARD

FLAXSEED = WAR PAINT



the accent's on LONG STAPLE



Geel he's
 wearing
 Long Staple!



Background Material ---

The following brief items will be of interest because of their wartime agricultural significance. There is no restriction whatsoever on their use, or on the use of any other material in this Handbook. Please use it wherever and whenever it can be helpful.

Farm Plan

Every farmer in the United States who participates in the 1943 Agricultural Adjustment Agency program will make out an individual farm plan, aided by his local AAA representative. His farm plan will actually be a "blueprint" of his intended production. It will be his war production agreement with the Government, and will represent his share of national war production goals. The farm plan is a businesslike approach to the problem of helping each farmer produce his proper share of crops needed in the war.

Record Crop

American farmers did a titanic job in World War I. Millions of acres never before cultivated were put to the plow. Farm production expanded almost 5 percent during the war.

But U. S. farm achievements in the first year of the current World War II dwarf the 1914-18 efforts. Farm production of 1942 is estimated at 12 percent over 1941 -- itself a record year -- and more than 25 percent over the 1935-39 average. This expansion more than doubles the entire World War I Expansion!

Records were broken in 1942 for grain, hay, oilseeds, beans, peas, sugar crops, fruits and vegetables. Crop production, excluding animal products, will be 27 percent above the 1923-32 pre-drought average, 14 percent over 1941. Milk, egg, poultry and livestock production also exceeds previous levels.

History making crop yields, 35 percent higher than in the pre-drought decade, helped set this record. Contributing factors included good weather, improved farming practices, advanced mechanization, and the strong desire to do a good job felt in every farming community.

By no means did the record crop just happen. It was tailor-made, cut to the measure of wartime needs for food and fiber. Goals based on estimated needs and the productive capacity of the American farm plant set the pace. Biggest increases came in farm products most needed for war, notably oil crops.

It was a record crop year in the United States more than in any nation. Other nations suffered no severe droughts or storms, but their 1942 production was generally lower than in years immediately preceding. Hazards of war, manpower shortages, and transportation difficulties were principal factors.

J. Doughboy

Johnny Doughboy eats $\frac{1}{2}$ a ton more food a year than the average U. S. civilian. Each day the Army makes available to him nearly 7 pounds of muscle-building food, as compared to only 4 pounds eaten by the civilian. For example, the soldier eats 9 eggs a week — the civilian less than 6; the soldier is served $5\frac{1}{2}$ pounds of meat and fish in a week, compared with less than 3 for the civilian.

The doughboy's 2,485 pounds of food a year — nearly $1\frac{1}{4}$ tons — seems like a lot when compared with the civilian's 1,406 pounds. Production such as the top-notch for 1942 make it possible for him to get this extra 1,000 pounds which he needs to keep in fighting trim. Here's a comparison of diets:

	<u>Soldier*</u>	<u>Civilian**</u>
Milk, quarts.....	374	139
Potatoes, pounds.....	253	149
Dry beans and nuts, pounds.....	24	13
Tomatoes and citrus fruits, pounds.....	142	81
Leafy green and yellow vegetables, pounds.....	142	87
Other vegetables and fruits, pounds.....	312	227
Eggs, number.....	467	275
Meats, poultry and fish, pounds.....	287	146
Flours and cereals, pounds.....	215	227
Fats and oils (bacon and salt pork), pounds.....	133	52
Sugars, sirups, preserves, pounds.....	114	92

* Adapted from a study of army food consumption from May to October, 1941, by the U. S. Army Quartermaster Corps.

** Adapted from "Food Consumption and Expenditures in 1941," Division of Statistical and Historical Research, Bureau of Agricultural Economics.

Food Ship

Approximately 4,000 farmers have a hand in making up the cargo each time a food ship sails. It takes a tremendous farm output to fill the hold of an average food freighter: 6,000 barrels of dried eggs, representing a whole year's work for 299,137 hens; 6,000 barrels of dried milk, a year's job for 2,783 cows; the evaporated milk from 304 cows, the cheese from 3,037 cows, canned pork from 5,021 hogs, cured pork from another 5,044 hogs, lard from 27,632 hogs, flour from 838 acres of wheat, and the yield of 40 acres of tomatoes, 100 acres of snap beans, and 102 acres of peas.

Dry Foods

America is through sending shiploads of water overseas. Dehydrated foods are a modern success. Artificial heat takes out the moisture, leaving only nourishing dry ingredients. The process is effecting huge savings in shipping space, and costs of packaging and transportation. Dehydrated foods occupy an average of only one-fourth the space (containers and all) used by the natural product and weigh only one-fourth to one-fifth as much. Most foods contain large parts of water. Eggs and meat are three-fourths water. Some vegetables contain over 90 percent water.

High quality raw materials are needed for manufacturing good dehydrated foods. Dehydration has no magic to up-grade low quality foods. Methods are used which retain minerals, vitamins, other nutritive elements, color, and flavor. Dehydrated food standards are set high -- providing that the dry foods must ship well, closely resemble fresh food when ready to eat, and withstand storage without undue deterioration, sometimes under unfavorable conditions.

During World War I, nearly 9 million pounds of dehydrated vegetables were shipped to the U. S. army overseas, principally potatoes and soup. Much of the dehydration was done with poor equipment and with little understanding of problems involved. As a result, dehydrated food was not then generally regarded as very successful. But all that is radically changed today.

Today dehydrated foods are considered so vital to the war that high priority ratings have been assured for new production equipment. Production is huge now (figures are not being announced) but it will be even greater during coming months. Production expansions will result in the addition of these amounts of first class dry foods during the year beginning July 1, 1942:

84,293,000 pounds spray process milk
110,242,000 pounds of eggs
66,189,000 pounds of vegetables
60,000,000 pounds of meat

The armed forces will use millions of pounds of dehydrated vegetables during coming months, mainly potatoes, cabbages, onions, carrots, sweet potatoes, beets and rutabagas. Dehydrated dairy, poultry, and meat products have been bought in quantity for lend-lease. The British, skeptical at first, are said to have become fond of the new type foods.

Since dehydrated foods today have a palatability similar to the freshest of products, preserving vitamin content and other valuable nutritive elements, it is predicted that the dehydration industry may become as important to the post-war economy as the canning industry has been during the last 30 years.

Best Fed

This year's Thanksgiving prayer for Americans, the best fed people on earth, should be that their good fortune can continue throughout 1943 and that it can be shared with innocent people elsewhere who are experiencing torturous hardship.

There will be rationing in 1943 - but there is little prospect of general hardship. Many people will need to change food habits, but bread lines and hunger-stricken faces are scarcely a possibility here, unless totally unexpected events transpire.

For example, rationing of beef, veal, pork, and lamb at $2\frac{1}{2}$ pounds per person per week still maintains peace-time standards. Two and a half pounds per week was the average consumption for the decade 1931-1940. Consumption in 1936, 1937, and 1938 was even a little less.

Compared with this 40 ounce meat ration for the U.S., England in 1942 had 16 ounces, Germany 12 ounces, and Belgium 5 ounces. Supplies of cheese, chicken, turkey and other fowl are expected to be adequate, and if supplemented properly, Americans are certain to have sufficient proteins. That there will be much more bread than anyone can eat is assured by the huge wheat supply. Following is a comparison of the amounts of foods eaten weekly by average size families in the United States, the United Kingdom and Germany during 1941:

	<u>United States</u>	<u>United Kingdom</u>	<u>Germany</u>
	<u>lbs.</u>	<u>lbs.</u>	<u>lbs.</u>
Sugar and other sweets	4.5	2.8	3.7
Fats and oils	3.6	1.9	2.1
Eggs (number)	16.9	3.5	5.5
Meat	6.7	4.7	3.1
Bread, flour and cereals	16.9	17.8	14.3
Cheese	.3	.7	.5

War Food

During the period of World War I (1914-1920), U. S. food production was increased to supply a tremendous foreign market. Most of the increase was in "high calory" foods — for the calory was the principal measure of food value at that time. Such slogans as "Wheat Will Win the War" and "Plow to the Fence for National Defense" contributed to turning even the most arid regions of the Great Plains into production. Farm exports averaged more than $2\frac{1}{2}$ billion dollars annually during those years.

Today the "balanced diet" is stressed — one which combines sufficient calories of heat and energy with minerals, vitamins, etc. The principal emphasis is on production of such foods as milk, meats, eggs, and vegetables, rather than on starchy foods such as wheat which we already have in abundance.

During World War I, nearly 9 million pounds of dehydrated food, mostly potatoes and soup, was shipped overseas by the army. But dehydration equipment was poorly developed, and production problems were not fully understood. Dehydrated food in 1918 was not considered a great success. Today, thanks to a wealth of research, dehydration is successful. It is greatly aiding wartime transportation and storage of food, and promises to bring important changes to the food industry during peace times to come.

Since World War I there has been a decline in the per capita use of some foods — 15 percent less beef for each person, 10 percent less potatoes, 39 percent less apples. Large increases have occurred in the use of lettuce, celery, citrus fruits and grapes.

During World War I, there were "wheatless days," "meatless days," and restrictions on the purchase of sugar. In the present crisis, meat and sugar are not abundant but there is plenty of flour for everyone. Wheat is so abundant, in fact, that it is taking up urgently needed storage space. Today's enriched wheat products have body-building elements that were not present in the overly-refined wheat flour of recent years.

Victory Specials

Enlisting the cooperation of the American housewife, the Agricultural Marketing Administration has developed the Victory Food Special program to make the most effective use of the nation's wartime food supply. So well is it working out that growers and consumers alike declare it should be continued during peace times to come.

Purpose of the program, which to date has been applied to 11 farm commodities, is to call attention of consumers to seasonally abundant supplies of commonly used foods, thus preventing waste. Seasonal abundances arise from the impossibility of calculating total farm production with complete accuracy. Weather and local conditions are important factors. When production is normal or short of the mark, farmers have little difficulty in selling all their produce. But sometimes exceptionally heavy production threatens to glut consumer markets and force prices down to the point where farmers take a financial loss. This wastes food and limits continued production ability. During such times, the Victory Food Special program operates with maximum effectiveness for both producer and consumer.

Victory Food Specials are designated by the Department as need arises. The reason may be that supplies are seasonally excessive, or market gluts exist, or wartime bottlenecks have arisen due to transportation or processing troubles.

Victory Food Special merchandizing campaigns are planned by retailers and food merchants. The campaigns inform consumers of favorable prices and plentiful market supplies.

The program has worked remarkably well for both farmer and consumer. Through the summer and fall, American palates were treated to Victory Specials of lettuce, spinach, asparagus, tomatoes, chicken, peaches, cheese, apples, cabbage and domestic tree nuts.

What the program has meant to growers may be illustrated by lettuce, designated a Special on May 6, 1942. For a three-week period, lettuce shipments from California alone totalled more than 5,000 cars -- an increase over a similar period of at least 900 cars and one of the largest California lettuce movements in history. Soon after the campaign was launched, the terminal price of lettuce went up from 25 cents to \$1 a crate. This price, still fair to the consumer, enabled farmers to pay fair wages to labor for cutting and crating lettuce and end the season with funds for planning 1943 production. Much the same story could be told for every commodity featured as a Victory Special.

Farmers at War

Then: During the period of the first World War, 1914 to 1920, agricultural organization was meager. The national Food Administration had its State and local offices, with rationing a principal function. The Extension Service, established by the Smith-Lever Act of 1914, had grown to include 2,435 county agricultural agents in 1918, with a total staff of 6,728, and leadership of farm production was a principal function.

High prices, plus patriotic appeals, were used in securing expanded farm production. Quick growing food crops such as wheat were in great demand. In 1918 most growers realized \$2 a bushel or more for wheat, \$1.50 for rye, over \$1.75 for corn, 25 to 35¢ a pound for cotton, \$17.50 cwt. for hogs, and comparable prices for many other commodities. These prices were in line with the general inflation of the day. Production could hardly be termed planned, as we know planning today. Foods which had the most calories were usually considered the most essential. Little was known about balanced diets and vitamin foods.

Now: World War II finds U. S. farmers in a position to coordinate their efforts completely, through agencies responsive to almost every phase of farm life. So thoroughly is the Department of Agriculture organization perfected that virtually every farmer in the Nation can receive word of important agricultural developments in 48 hours. Every county and community has its key persons who act for the Department.

State and County USDA War Boards are the heart of Department wartime activities. They were established as "Defense" Boards by Secretary of Agriculture Claude R. Wickard on July 5, 1941, and changed to "War" Boards on January 7, 1942. Purpose of the boards is twofold: (1) Coordinate Department field activities; (2) Coordinate the Department's activities with those of other war agencies in the field. No. 1 objective is to help farmers produce commodities needed in the war, by giving leadership and direction, and by helping solve production problems.

The State War Board's personnel consists of the chief representatives of the following agencies operating in each State: Agricultural Adjustment Agency, Bureau of Agricultural Economics, Farm Security Administration, Soil Conservation Service, Farm Credit Administration, Agricultural Marketing Administration, Extension Service, Forest Service, and Rural Electrification Administration. In each County the Board is made up of chief officers of these agencies operating in the county. Chairmen of State and County AAA Committees are designated as chairmen of War Boards, in both cases. County boards are directly responsible to State Boards, which in turn are responsible to the Secretary of Agriculture through a national USDA War Board.

Today there is a definite attempt to keep all prices, including farm prices, from getting out of hand. People still remember all too vividly the tragic results of inflation which followed the first war. Farm production today is being guided in the direction of commodity "goals," with all Department programs helping farmers meet them. In all cases, goals are determined on a basis of strategic wartime need. Prices are reasonably good in all cases, but not exorbitantly high. Farmers are making their contribution on a sound basis, under thorough leadership.

Farming Abroad

Bursting bombs and shells of World War II have not changed the face of the earth as much as the world-wide mobilization of agriculture for war.

Shifts to different crops and new types of farming according to a national plan are the order of the day in practically every country. In some countries, patriotic appeals and government assistance are used to gain farm cooperation; in others, it's done by compulsion.

In Germany and the countries she controls, growers of food and fiber are Herr Hitler's tenant farmers. They switch to crops the Axis needs, sell them where they are told, or lose rights of management and sometimes ownership of their farms. Farmers of conquered countries are forced to meet production quotas. Failure to meet the government quotas means the farmer's own family goes hungry in order to make up the deficit.

Fats and oil crops, fibers, cereals, sugar beets, forage crops, milk, and garden vegetables — these are some of the farm products Germany wants. The Nazi government determines the areas and farms best adapted to these crops, then issues its orders. For example, milk suppliers and grain growers who failed to meet their 1941 quotas were severely penalized. It is reported that in Poland, for example, the death penalty may be meted out to anyone hindering farm production or "holding out" commodities from government collectors. Milk must be separated at a State-controlled creamery, with butter turned into a national butter pool for strict rationing. Just to be sure, the Fuehrer has taken cream separators away from individual farmers. Farm labor is provided through civilian labor draft and by slave labor from conquered countries.

British methods of getting increased agricultural production are in sharp contrast to Germany's, although the government is firm in its determination to get a maximum of food raised on the "tight little isle." Three types of action have been taken:

1. Six million acres of pasture land, golf courses, parks, and waste lands have been plowed up and planted. The farmer is paid a subsidy by the Government for each new acre plowed. War Agricultural Committees have power to compel farmers to plow up their land. Since farmers in general have cooperated willingly, these coercive powers are seldom used, however.

2. Farm workers' wages were raised and their housing conditions improved. By patriotic appeal, a woman's land army of 40,000 members was recruited, as well as numerous other workers not previously employed on farms.

3. Guaranteed prices were fixed on many farm products. A subsidy of 10 pounds per acre (\$40.35 at current exchange rates) was paid for planting potatoes.

Foods for which increased production is needed in Britain are: milk and milk products, potatoes, wheat, oats, barley, beef cattle, sheep, hogs, and poultry.

Canada, which ranks with the U. S. as a principal food supply center for the United Nations, has made a spectacular production shift to pork, dairy, and poultry products since the war began. Her pork shipments to Great Britain rose from 171 million pounds in 1938 to an estimated 600 million in 1942. Her dairy products help make up for lost supplies from Denmark and Holland. Fifty million dozen Canadian eggs were exported in 1942, compared with 1 million dozen in 1939. Traditionally a great wheat country, Canada now has a huge surplus of this crop and is using it as livestock feed and for shipments of flour to the United Kingdom.

The Dominion government offers the farmer numerous aids in producing for victory. Subsidies are granted to farmers in Eastern Canada on chemical fertilizers for increasing the production of essential field crops. To help farmers meet requirements for animal products, freight charges were paid on feed grains moving from Western to Eastern Canada up to July 1 of this year. The government has been paying a subsidy of 6¢ a pound on butterfat.

Government mobilization of manpower prevents Canadian workers from leaving the farm without special permission, and they are exempt from compulsory military training or service.

Canadian authorities have established price ceilings for pork products, hogs, and feedstuffs at levels calculated to bring required production. A fixed price on wheat keeps prices from falling to disastrous lows.

Farm Income

When the new farm program was created 10 years ago, America was going through a Nation-shaking depression. In 1932, the last full year before the new program took effect, national cash farm income was but \$4,743,000,000. The index of farm cash income, based on the 1910-14 period, stood at 80. By way of contrast, estimated cash farm income for 1942, including government payments, will total \$15,600,000,000! The index for this income will be 263.

This decade of economic progress has helped put farmers soundly on their feet, enabling them to make their maximum contribution to the war program.

The following summary shows farm economic conditions in three periods related to the farm program. The 1932 index reflects conditions prevailing before the program started. The 1939 figures show the progress made before war flared in Europe. The 1942 figures indicate the farmers' economic condition today.

Economic Conditions and the Farmer

Index numbers: 1910-14 = 100.

	<u>1932</u>	<u>1939</u>	<u>Sept.</u> <u>1942</u>
Prices received by farmers	65	93	163
Prices paid by farmers, interest and taxes	121	127	152
Farmer buying power (Ratio, prices received to prices paid, including interest & taxes)	54	72	107

Farm income in 1941 was higher than at any time since 1929. In spite of this, net cash income for more than a third of farm families was less than \$500 — including government payments. Even after adding value of food produced on the farm for home consumption as well as housing, fuel and other items obtained without cash expenditure, over 40 percent of farm families had net incomes under \$1,000.

The average net income per farm family in 1941, including cash, "home-grown" goods and services, etc., is estimated at \$1665. The actual cash that the average farm family received is estimated at \$1,147.

Out of its cash income, the average farm family spent \$823 for family living, \$41 for gifts and contributions, and \$4 in direct taxes. The average farm family, therefore, could have saved \$280. But the lower third group, having a net cash income under \$500, went behind about \$100 at the end of the year. And those who received between \$500 and \$1,000 cash averaged savings of only \$41. It can be seen that the "average" farm family will have to have its income raised tremendously over 1941 before it can be accused of "getting rich from the war." The really big problem is how they can pay off indebtedness or expand operations to contribute more to wartime food production.

Conveniences of living still are relatively few on farms. Census figures of 1940 showed that of the 7,642,283 farm homes in the United States, 6,528,917 did not have a bathtub and 6,011,606 did not have running water. Only one-fourth or 1,526,954 had telephones. Only one-third, or 2,032,316, were lighted by electricity.

Note: All figures on income and expenditures are from "Study of Family Spending and Saving in Wartime," August 11, 1942 issued by Bureau of Home Economics.

Rationing

Rationing is something we have read about since war broke out in Europe in 1939. The Germans began rationing butter, sugar, fats, and other articles a few days before their soldiers invaded Poland. England came around to it later. Every belligerent country, in fact, has made rationing a part of its war program.

But though they observed rationing abroad, most Americans felt sure it couldn't happen here. We had so much of everything: food -- more than we could eat; cotton and wool -- more than enough for the clothes we wear; automobiles -- more than any other country in the world; gasoline -- plenty to run our cars all we wanted to. We had a wealth of goods all around us -- and we were smug about it.

But when war came to us so did rationing. We no longer can get new tires just because we want them and have money to buy them. Most of us cannot buy a new car. We have to carry stamps to the grocer to get sugar.

First, let's be sure what rationing is not. It is not starvations, long bread lines, shoddy goods. Rather, it is a community plan for dividing fairly the supplies we have among all who need them. Second, it is not "un-American." The earliest settlers of this country, facing scarcities of food and clothing, pooled their precious supplies and apportioned them out to everyone on an equal basis. It was an American idea then, and it is an American idea now, to share when supplies are scarce -- to sacrifice, if necessary, but sacrifice together, when the country's welfare demands it.

The fact is that, when war upsets our regular economy, rationing is the one measure the Government can take to insure equal opportunities for all citizens without exceptions to obtain the necessities of life. A man with a million dollars, for example, cannot buy more sugar than the person with no more than the price of one ration allowance. With tires, war and community needs come first, for this sharing must be done, not according to personal convenience, but to meet the wartime requirements of the whole Nation.

The United States Government is rationing only essential goods which have become scarce because of the war. Goods are rationed so that they may be where they are most needed or, when there is enough, so that all the people get an equal chance to share in the supplies that are available.

Because of the expensive and complicated machinery necessary to administer a rationing program the Government does not ration non-essentials when they become scarce. For example, a shortage of ostrich feathers would not lead to rationing; only scarce goods that are needed for the war effort or for the health and well-being of the American people are rationed.

(For further information on rationing, see OPA's "Rationing, Why and How," from which the above is taken.)

Meat

The food requirements committee of the War Production Board, through its chairman, Secretary of Agriculture Claude R. Wickard, announced on September 24, 1942, two steps regarding the wartime meat program.

To make certain of sufficient meat for army, navy, and lend-lease uses, the committee set up a policy of limiting total packers deliveries of meat into civilian consumption, and placed the limit for such deliveries during the final quarter of 1942 at the following percentages of total packer deliveries during the final quarter of 1941: beef and veal, 80 percent; lamb and mutton, 95 percent; pork, 75 percent.

To provide for fair sharing of this meat supply, the committee asked civilians voluntarily to hold consumption at $2\frac{1}{2}$ pounds per person per week. Secretary Wickard commented that the allowance to which civilians are asked to limit themselves in the interest of fair distribution is entirely adequate for good nutrition.

During 1943 American farms will produce and packing plants will handle over 24 billion pounds of meat — more than ever before in history. But the demand will be even greater than the huge supply. It is estimated that the army, navy, and lend-lease requirements will total $6\frac{1}{2}$ billion pounds. Civilian consumers would take more than 21 billion pounds if it were available. The total supply is 24 billion pounds. The total demand is $27\frac{1}{2}$ billion pounds. There must be sharing of the supply.

It is necessary that individuals hold their consumption to $2\frac{1}{2}$ pounds per person per week whether they eat at home or in public eating places. Public eating places in some sections may prefer some such device as a meatless day. The individual household may use any method the family prefers to hold consumption within the $2\frac{1}{2}$ pounds per person per week. If there are invalids, old people, young children, or vegetarians in the household, the housewife should not assume that the weekly allowance total for the household may be $2\frac{1}{2}$ pounds for each person. For instance, if a family of four includes two infants and two adults, the weekly allowance should be 5 pounds not 10.

American nutrition and health can be well maintained on the wartime allowance. It is a normal amount of meat. In addition, the Nation has abundant supplies of foods which are alternate sources of the nutritive values supplied by meat. Nutritionists in Government and private employ have been asked to carry on educational programs which will inform homemakers on how to use alternate foods so as to get into family diets full amounts of the basic food values which meat supplies — protein, thiamine, niacin, and iron. Those families and individuals who have been accustomed to getting these food elements from a meat supply of more than $2\frac{1}{2}$ pounds per person per week will be advised how they may get them from other sources such as eggs, milk, cheese, poultry, beans, and many cereal foods, vegetables, and fruits, which can be combined with the requested meat allowance to make a completely satisfactory diet for health and strength.

Machinery

Because of military requirements, particularly for steel, the amount of materials available for manufacture of farm machinery and equipment in 1943 will provide much less machinery and equipment than will be needed. Accordingly, the War Production Board authorized the rationing of new farm machinery and equipment to be administered by the Department of Agriculture, effective September 17.

The rationing program was authorized "in order to insure a fair distribution of available machinery in channels where it will do the most good in war-time agricultural production."

Fred S. Wallace, special War Board Assistant to the Secretary is in charge on the national level, and State USDA War Boards have charge of the State programs.

County rationing committees, made up of three farmer members, administer the plan in counties. The chairman also is chairman of the county USDA War Board and of the county AAA committee.

Farm machinery and equipment is classed into these three groups by the plan which became effective September 17:

1. Farm machines vitally essential to current agricultural needs and which may not be sold by a dealer unless the farmer has obtained a purchase certificate from his county rationing committee.

2. Farm machinery and equipment not in the first group which may be sold upon certification by the farmer to his dealer that the equipment is essential for current agricultural production needs.

3. Items such as some hand tools and the smaller horse-drawn equipment which may be sold without restriction.

Types of machinery falling in the first group for which a farmer must have a purchase certificate included beet lifters, beet loaders, combines, corn pickers, disk harrows, feed grinders, fertilizer spreaders, grain drills, grain elevators, hay balers, lime spreaders, manure spreaders, milk coolers, milk machines, pick-up balers, potato diggers, shredders, and tractors, including garden tractors.

Tires and Gas

Merging of gasoline and tire rationing programs into a single national system to control mileage of the nation's passenger autos according to essentiality of use was scheduled to become effective throughout the country about November 22.

The rationing of gasoline follows the plan in operation for the seven and a half million autos in the East, with each of the nation's 27 million cars getting a basic A-book allowance of enough gas for 2880 miles of family necessitous and occupational use for a year, assuming 15 miles to the gallon. Additional

gasoline will be allowed only on proof of need and in quantities strictly limited to the degree of essentiality to the nation's war effort. A special "preferred mileage" category with rations issued through a "C" book, is provided for 14 types of occupations deemed essential to the war effort and to the public health and safety.

This gasoline rationing system will then be meshed into the tire rationing program to bring the overall mileage of America's autos within the limits of the available rubber supply, with use of tires being limited to essential transportation needs of the country. Observance of a 35 mile per hour maximum speed limit is a basic requirement in both gasoline and tire ration allowances. It is estimated that mileage rationing would cut the use of private passenger cars an average of almost 60 percent from normal.

Save Fat

Imports of fats and oils into U. S. are largely cut off. Our allies, even more than ourselves, are facing shortages. Housewives need to save fat drippings and use them in cooking in place of other shortenings. Fat drippings not usable at home should be sold to the butcher, assuring that they will be available for manufacture of explosives, soaps, and other vital war items.

In the first nine weeks of a nation-wide campaign to salvage waste fats to provide glycerin for explosives, American housewives turned in about $4\frac{1}{2}$ million pounds — enough to make explosives for 11,300,000 anti-aircraft shells, according to estimates. Many more housewives must take part in the campaign if the yearly goal of 500 million pounds is to be achieved.

State and city annual and monthly quotas have been set by estimating a per capita yearly collection of 2.8 pounds for farm people and 4.5 pounds per capita for city residents.

Smaller goals in rural communities take into account extensive farm use of waste fats in soap making and other home uses, both consistent with the drive policy of getting fullest use from all fats before considering them as waste.

Salvage

Here is an official check list, naming more than 100 household and farm items containing materials essential for war production, compiled by the American Industries Salvage Committee:

Old Metal. Bed-springs, irons, wood or coal stoves, skid chains, bathtubs, lawnmowers, refrigerators, radiators, washing machines, kitchen sinks, cans, sewing machines, pails, pipes, tools, boilers, furnaces, toys, skates, fences, wire, pots and pans.

Scissors and shears, auto parts, electric motors, electric fans, wash tubs, metal cabinets, jar tops, farm equipment, screens, clocks, batteries, lighting fixtures, furnace grates, lamp bulbs, fireplace equipment, golf clubs, plant stands, wash boards, clothes hangers.

Used Rubber. Girdles, shower caps, rubber gloves, tires and tubes, boots, galoshes and rubbers, baby pants, plug stoppers, nipples, floor mats, sponges, aprons, garters, toys, shower curtains, corks, rubber covered wire, seat pads,

Rubber soles and heels, raincoats, combs, rubber bands, pencil erasers, garden hose, hot water bottles, balls, swim suits, bathing caps, rubber mattresses, rubber sheets, tennis shoes, rubber bath mats, old jar rings.

Used Fabrics. Vegetable sacks, cotton underwear, wool underwear, sheets, pillowcases, bedspreads, towels, washclothes, handkerchiefs, tablecloths, shirts, cotton dresses, cotton curtains, wool dresses, suits, coats, dust cloths, draperies.

Old Hemp. Rope, clothesline, curtain cord, light cord, hemp rugs, car-seat covers, burlap bags.

Oil and Meal

Wartime necessity has given rise to a 4-point vegetable oil and meal program in which both farmers and consumers have an interest: (1) It seeks to insure adequate production of vegetable oils to meet all war needs; (2) It makes effective the Department's pledge of price support to growers of oil-bearing crops; (3) It helps preserve OPA ceiling prices on vegetable oil products as a part of the Government effort to keep down living costs; (4) It encourages feeding vegetable oil meals to livestock and poultry to help achieve Food for Freedom production goals and to conserve the Nation's feed reserves.

The Situation: The war has drastically cut imports of oil crops. Only 700 million pounds of oil can be expected from 1942-43 imports, compared with two billion pounds during the 1941-42 import year. To replace lost imports, farmers this year were asked to increase their soybeans by three million acres, peanuts by almost three million, flaxseed by 1.3 million, and cottonseed as much as possible within acreage allotments. Growers responded readily, and about four billion pounds of vegetable oils were expected from domestic sources in 1942, compared with 2.6 in 1941.

About 30 fats and oils are vitally important to both peacetime and wartime. Normally we import 15 percent of our fats and oils, and the war in the Pacific has jeopardized two-thirds of this volume.

We normally produce domestically such food fats as we need and export, but domestic production is a third short of supplying all the fats and oils we need for soap; slightly more than a third short of those necessary industrially, and half short of our paint and varnish needs. Curtailment of imports has directly affected the soap and glycerine, tin-plate, and textile industries, and is necessitating changes in composition among our manufactured fats and oils products.

Uses of Fats and Oils: Fats and oils are necessary for cooking fats and other food products, soap, paints, varnishes, linoleum, printers' ink, industrial lubricants; and in the manufacture of metals, textiles, leather goods and glycerine.

Edible fats are highly important in wartime because their outstanding caloric value makes them especially useful for the armed forces and for civilians working longer hours and under increased strain. The paint and varnish oils are used increasingly for the protective coating of ships, tanks, guns, planes, cantonments, and so on. Special lubricants are required more than usual for high-speed motors and metal-turning lathes. All of the United Nations find a wide variety of uses for vegetable oil.

In 1940 we used about 10 billion pounds of fats and oils of which approximately $6\frac{1}{2}$ billion pounds went into edible products, two billion into soap, one billion into paints, varnishes, printing inks, and linoleum products, and 0.5 billion for a wide variety of miscellaneous industrial purposes. Of the 10 billion pounds of oils and fats we imported, $1\frac{1}{2}$ billions came from the Philippines, Africa, Argentine, Brazil, the Dutch East Indies, and Malaya.

Revised Goals: The revised goal for soybeans for oil was raised in 1942 to 54 percent above the acreage harvested in 1941, that of peanuts for oil to 155 percent, and of flaxseed 34 percent above 1941 levels.

Outlook for meeting these goals appears favorable. This could mean about 700 million pounds of peanut oil, 1,100 million pounds of soybean oil, and 600 million pounds of linseed oil from domestic flaxseed.

What the Program Means to Farmers: First, the program makes it certain that the price support guarantees of the Department to growers will be met. Second, as a result of seed crushing operations connected with the program, livestock and poultrymen will have far greater quantities of high protein feed available this year than ever before. At a time when the Nation is facing a scarcity of meat products, this feature is especially important. Farmers who are unfamiliar with the use of oil meal as a feed can obtain approved ratios from their county agents. It will be considered patriotic this year to use as much oil meal in feed as possible so that the anticipated supply will not become burdensome.

4 Freedoms

"In the future days, which we seek to make secure, we look forward to a world founded upon four essential human freedoms.

The first is freedom of speech and expression -- everywhere in the world.

The second is freedom of every person to worship God in his own way -- everywhere in the world.

The third is freedom from want -- which, translated into world terms, means economic understandings which will secure to every nation a healthy peace time life for its inhabitants -- everywhere in the world.

The fourth is freedom from fear -- which, translated into world terms, means a world-wide reduction of armaments to such a point and in such a thorough fashion that no nation will be in a position to commit an act of physical aggression against any neighbor -- anywhere in the world."

President Franklin D. Roosevelt
January 6, 1941.

Quotes

The following are some "quotable quotes" on America's war aims. They are from men who play leading parts in helping shape our national policy.

President Roosevelt says:

"Today the sons of the New World are fighting in lands far distant from their own America. They are fighting to save for all mankind, including ourselves, the principles which have flourished in this New World of freedom.

"We are mindful of the countless millions of people whose future liberty and whose very lives depend upon permanent victory for the United Nations.

"There are a few people in this country who, when the collapse of the Axis begins, will tell our people that we are safe once more; that we can tell the rest of the world to 'stew in its own juice'; that never again will we help to pull 'the other fellow's chestnuts from the fire'; that the future of civilization can jolly well take care of itself insofar as we are concerned.

"But it is useless to win battles if the cause for which we fought these battles is lost. It is useless to win a war unless it stays won.

"We therefore fight for the restoration and perpetuation of faith and hope throughout the world.

"The objective of today is clear and realistic. It is to destroy completely the military power of Germany, Italy, and Japan to such good purpose that their threat against us and all the other United Nations cannot be revived a generation hence.

"We are united in seeking the kind of victory that will guarantee that our grandchildren can grow and, under God, may live their lives, free from the constant threat of invasion, destruction, slavery, and violent death."

Vice President Henry A. Wallace says:

"When the freedom-loving people march -- when the farmers have an opportunity to buy land at reasonable prices and to sell the produce of their land through their own organizations, when workers have the opportunity to form unions and bargain through them collectively, and when the children of all people have an opportunity to attend schools which teach them the truths of the real world in which they live -- when these opportunities are open to everyone, then the world moves straight ahead.

"Some have spoken of the American Century. I say that the century on which we are entering -- the century which will come out of this war -- can be and must be the century of the common man. Perhaps it will be America's opportunity to suggest the freedoms and duties by which the common man must live. Everywhere the common man must learn to build his own industries with his own hands in a practical fashion. Everywhere the common man must learn to increase his productivity so that he and his children can eventually pay to the world community all that they have received. No nation will have the God-given right to exploit other nations. Older nations will have the privilege to help younger nations get started on the path to industrialization, but there must be neither military nor economic imperialism. The methods of the nineteenth century will not work in the people's century which is now about to begin. India, China, and Latin America have a tremendous stake in the people's century. As their masses learn to read and write, and as they become productive mechanics, their standard of living will double and treble. Modern science, when devoted wholeheartedly to the general welfare, has in it potentialities of which we do not yet dream."

Secretary of State Cordell Hull says:

"With victory achieved, our first concern must be for those whose sufferings have been almost beyond human endurance. The people of many countries will be starving and homeless; their fields scorched; their cattle slaughtered; their tools gone; their factories and mines destroyed; their roads and transport wrecked.

"War production must be transformed into production for the peacetime needs of mankind. Each and every nation should intensively direct its efforts to the creation of abundance. This task will of necessity call for both national and international action.

"To be truly free, men must have economic freedom and economic security -- an opportunity to work; to obtain through work the means of life; to advance through ability; to make provision against the hazards of human existence.

"It is plain that some international agency must be created which can -- by force if necessary -- keep the peace among nations in the future.

"It is plain that one of the institutions which must be established and given vitality is an international court of justice.

"Excessive trade barriers of the many different kinds must be reduced.

"Equally plain is the need for a system of financial relations so that materials can be produced and ways may be found of moving them where there are markets created by human need.

"There may be need for international agreements to handle difficult surplus problems."

Secretary Wickard says:

"...The farmers of America hope for the day when their land, labor, and skill may be used to produce an abundance for peace. They look forward to the day when the agricultural resources of the nation can be made to provide all the agricultural products needed by every man, woman, and child in America, and when outlets in other countries may be maintained through unrestrained trade."

"...This lesson of abundant production is one for industry as well as agriculture. Democracy should mean abundance; enough of life's vital necessities for all citizens of democracy. We are through with isolationism. Let us at the same time resolve never again to have breadlines on the one hand and bursting grain elevators and warehouses full of food on the other. That isn't democracy. That's stupidity."

"...I do not believe that the United Nations will conclude a peace which permits in world trade unregulated competition, wildly fluctuating prices and periodic collapses. Rather, we may look forward to equitable sharing of markets, price stabilization and regulation of supplies."

Milo Perkins, Executive Director, Board of Economic Warfare, says:

"This is a single and continuous struggle to achieve one goal. Complete victory will not be won until there is a full and increasing use of the world's resources to lift living standards from one end of this planet to the other. The twentieth century is a time set apart for the winning of this total triumph. Humanity is not going back to the wolf stage."

Felix Frankfurter, Associate Justice of the United States Supreme Court, says:

"We did not go to war. War came to us. No democratic people could be led into war to promote some social ideal. To promote even the noblest ideals by aggression would be no less aggression than to enlarge boundaries by aggression. And so it is wholly accurate to say that our essential aim in this war is defeat the enemy. To suggest that this is merely to fight against something and that men ultimately will only fight for something is to play with words. When we say we fight to defeat the enemy we, of course, mean we fight for the kind of civilization we cherish.

"To be sure, the glare of war has revealed fissures in our spiritual structure, deeper ones than we had heretofore realized. Some of these must be promptly repaired for the more effective conduct of the war. The repair of others cannot long be delayed after peace comes. But the kind of civilization we cherish is the society which was launched by the Declaration of Independence, which was to move within the spacious framework of the Constitution, which was rededicated by Lincoln at Gettysburg and in his Second Inaugural. It is a society in which the moral dignity of every individual is central, regardless of the accidents of antecedents; a society in which there are no unimportant people; in which institutions are progressively so shaped as to bring to maximum fruition the potentialities of men. The innermost meaning of all is Lincoln's homely expression of faith that the Lord must love the common people because he made so many of them."

United Nations

A Joint Declaration by the United States of America, the United Kingdom of Great Britain and Northern Ireland, the Union of Soviet Socialist Republics, China, Australia, Belgium, Canada, Costa Rica, Cuba, Czechoslovakia, Dominican Republic, El Salvador, Greece, Guatemala, Haiti, Honduras, India, Luxembourg, Netherlands, New Zealand, Nicaragua, Norway, Panama, Poland, South Africa, Yugoslavia:

The Governments signatory hereto, having subscribed to a common program of purposes and principles embodied in the Joint Declaration of the President of the United States of America and the Prime Minister of the United Kingdom of Great Britain and Northern Ireland dated August 14, 1941, known as the Atlantic Charter,

Being convinced that complete victory over their enemies is essential to defend life, liberty, independence and religious freedom, and to preserve human rights and justice in their own lands as well as in other lands, and that they are now engaged in a common struggle against savage and brutal forces seeking to subjugate the world, DECLARE:

1. Each Government pledges itself to employ its full resources, military or economic, against those members of the Tripartite Pact and its adherents with which such government is at war.

2. Each Government pledges itself to cooperate with the Governments signatory hereto and not to make a separate armistice or peace with the enemies.

The foregoing declaration may be adhered to by other nations which are, or which may be, rendering material assistance and contributions in the struggle for victory over Hitlerism.

Atlantic Charter

Joint declaration of the President of the United States of America and the Prime Minister, Mr. Churchill, representing his Majesty's Government in the United Kingdom, being met together, deem it right to make known certain common principles in the national policies of their respective countries on which they base their hopes for a better future for the world.

First, their countries seek no aggrandizement, territorial or other;

Second, they desire to see no territorial changes that do not accord with the freely expressed wishes of the peoples concerned;

Third, they respect the right of all peoples to choose the form of government under which they will live; and they wish to see sovereign rights and self government restored to those who have been forcibly deprived of them;

Fourth, they will endeavor, with due respect for their existing obligations, to further the enjoyment by all states, great or small, victor or vanquished, of access, on equal terms, to the trade and to the raw materials of the world which are needed for their economic prosperity;

Fifth, they desire to bring about the fullest collaboration among all nations in the economic field with the object of securing, for all, improved labor standards, economic advancement and social security;

Sixth, after the final destruction of the Nazi tyranny, they hope to see established a peace which will afford to all nations the means of dwelling in safety within their own boundaries, and which will afford assurance that all the men in all the lands may live out their lives in freedom from fear and want;

Seventh, such a peace should enable all men to traverse the high seas and oceans without hindrance;

Eighth, they believe that all of the nations of the world, for realistic as well as spiritual reasons must come to the abandonment of the use of force. Since no future peace can be maintained if land, sea, or air armaments continue to be employed by nations which threaten, or may threaten, aggression outside of their frontiers, they believe, pending the establishment of a wider and permanent system of general security, that the disarmament of such nations is essential. They will likewise aid and encourage all other practicable measures which will lighten for peace-loving peoples the crushing burden of armaments.

